

Objectives/Evaluation

You will need a means of measuring whether or not changing the policy/environmental barrier and interventions you chose had any impact on physical inactivity or unhealthy eating in your target area. In order to do this, it will be necessary to develop clear, time-oriented, and measurable objectives.

An objective reflects changes in knowledge, attitudes, or behaviors. This objective should state the change you hope will occur by altering a policy or environmental barrier. For example, by improving a walking path near your facility you hope that more people will use the path and increase their physical activity as a result of this environmental change. (See Sample Objective/Evaluation worksheet, page 15)

The activities are considered the means to accomplish the objective. They are the big steps necessary to ensure that the change you are anticipating actually occurs. These should also be time-oriented, specific and measurable. (See Sample Objective/Evaluation worksheet, page 15)

Sample Objective/Evaluation

Objective	Partners	Evaluation
By June 2005, 25% of employees will have initiated use of the local walking trail, or increased their use of the trail, due to improvements, beautification efforts and incentives.		Conduct a survey of all employees by May 31, 2005 to assess self-reported trail use resulting from improvement efforts. Provide a small gift for those who return their survey to increase response rate.
<p><i>The following are some examples of activities—they are not comprehensive, and there are steps before and afterward that should be considered. This is just to give you an idea of the scope of an activity.</i></p>		
Activity 1: By April 2005, trees will be trimmed and the walking surface improved by adding new gravel along the local walking path.	Meet with local service clubs to explore the possibility of them trimming bushes and trees.	Submit pictures of improved trail.
Activity 2: By May 2005, an article will be placed in the employee newsletter or email regarding the new efforts on the trail and encouraging people to come out and be physically active.	Management will encourage staff to use the trail during breaks and lunch to increase use of the trail.	Employee newsletter will be submitted along with any specific strategies managers use to promote physical activity and trail use